

ON-DEMAND FULFILLMENT SYSTEM FOR THE PRODUCTION OF CUSTOMIZED PRODUCTS

Abstract

The on-demand fulfillment system enables customers to customize mass produced social expression products, using sophisticated manufacturing processes, such as the application of foil, emboss, customized writing, customer photographs and the like, which manufacturing processes are integrated on to high quality heavy print stock under tight quality control to produce different effects on the finished product. This is accomplished the use of an automated assembly line that draws production stock from a plurality of sources and can route the production stock through various customer selected manufacturing processes to produce a high quality, yet customized product at a reasonable cost to the customer.